



INFORMATION REPORT

TO: Mayor and Members General Issues Committee	WARD(S) AFFECTED: CITY WIDE
COMMITTEE DATE: February 7, 2012	
SUBJECT/REPORT NO: Upgraded Parking Enforcement Management System and Handheld Computerized Issuance Equipment (PED11200(a)) (City Wide)	
SUBMITTED BY: Tim McCabe General Manager Planning and Economic Development Department	PREPARED BY: Marty Hazell 905-546-2424 Ext. 4588
SIGNATURE:	

Council Direction:

In 2008/09, Council approved a Capital Budget allocation of \$519,000.00, funded entirely from the Parking Reserve, for both a parking ticket management software system and handheld computerized issuance equipment.

Information:

Staff provided an information update to Council on January 31, 2011 announcing the launch of the new system on February 1, 2011. On November 22, 2011, through Report PED11200 (Upgraded Parking Enforcement Management System and Handheld Computerized Issuance Equipment), staff informed the Planning Committee that while there were still some technical issues affecting system performance, the benefits accrued during the first six (6) months of operation included:

- increased revenues;
- improved customer service;
- improved management capabilities; and,
- staffing efficiencies.

Staff advised Committee that a further update would be provided during the 2012 budget process, which is the reason for this report.

While the system is still being refined and developed, at this point, staff can report further on the benefits of the system, as follows:

Increased Revenues: Reduced human error has resulted in a decreased ticket cancellation rate, and the use of photographic ticket evidence has resulted in less disputes and an increase in early payments. The result is a recovery of lost revenues in the order of \$70,000.00 during the first ten (10) months of operation.

Improved Customer Service: Customer service has been improved as information is automatically loaded into the system at the end of each shift whereas previously, under the manual system, information was loaded manually taking up to two to three days. The result is that staff now have ticket information quicker and can respond to public inquiries in a much more timely manner. In addition, there has been an 81% decrease in the number of customers waiting to have their payments cleared through their banks as staff is able to more rapidly match the payment to the ticket.

Improved Management Capabilities: Staff now has the ability to run extensive reports and acquire statistical data to enhance management decision making and performance management. Such information was not previously available with the manual system.

Staffing Efficiencies: As a result of automation, less staff resources are required to support the parking ticket management process and thus, can be transferred to more pressing Divisional needs. Staff intend to inform the General Issues Committee on February 7, 2012, of the resulting staffing changes.

MH/dt